

## Curriculum Vitae

June 6, 2024

### HERMAN FONG

#### Senior Lecturer II

George W. Spiro '71 Business Communication Program  
Isenberg School of Management  
University of Massachusetts  
Amherst, MA 01003  
hjfung@isenberg.umass.edu

#### • Education

##### University of Massachusetts Amherst

M.F.A., Poetry, Program in Creative Writing (1998)  
Thesis: *Lightning Field: A Collection of Poems*  
Advisor: James Tate

##### California State University, Northridge

Post-graduate studies: English and Composition (1988-1992)

##### Biola University, La Mirada, California

B.S., Business Administration/Accounting (1984)

#### • Academic Honors

**Isenberg Outstanding Teaching Award**, Isenberg School of Management, University of Massachusetts Amherst / Nomination (Spring 2021)

**Teaching With Digital Technology Award**, Isenberg School of Management, University of Massachusetts Amherst / Nomination (Spring 2021)

**Isenberg Outstanding Teaching Award**, Isenberg School of Management, University of Massachusetts Amherst / Nomination (Spring 2019)

**Distinguished Teaching Award**, University of Massachusetts Amherst / Nomination (Fall 2018)

#### • Teaching Experience

##### Senior Lecturer II

Isenberg School of Management, University of Massachusetts Amherst  
*Management Communication* (2004-present) and *Marketing Communication* (2007-present)

##### Lecturer

Consumer Studies Department, University of Massachusetts Amherst  
*Writing in Consumer Studies—Junior Writing* (1999-2001)

**Teaching Associate**

Writing Program, University of Massachusetts Amherst  
*College Writing* (1994-1998)

**Teaching Assistant**

English Department, University of Massachusetts Amherst  
*Introduction to Creative Writing* (1995)

• **Additional Teaching**

**Presenter**

UMass Writing Program and University Writing Committee  
Workshop: “Creating Effective Peer Review Activities in Writing Courses” — Using Rubric-Driven Checklists (March, 25, 2016)

**Instructor**

Isenberg School of Management, University of Massachusetts Amherst  
*Transitions* (SCH-MGMT 191T and 191BUS) (Fall 2015)

**Consultant for English as a Second Language Learners**

Channing L. Bete Communication, Business Communication Program (Spring 2014)  
Isenberg School of Management, University of Massachusetts Amherst

**Guest Lecturer**

Isenberg School of Management, University of Massachusetts Amherst  
*Transitions* Seminar: “E-Mail: Effective E-Correspondence” (September 2013)

• **Professional Experience**

**Assistant Manager/Buyer, Publicity & Marketing Director, and Events Coordinator**

The Odyssey Bookshop, South Hadley, MA (1998-2005)

**Editorial Assistant/Graduate Intern**

*The Massachusetts Review*, University of Massachusetts Amherst (1997)

**Reading Assistant**

English Department, Los Angeles Valley College and Moorpark Colleges, CA (1990-1992)

**Manager**

Dutton’s Books, Burbank, CA (1989-1992)

**Accountant/Treasurer**

Evangelical Free Church, North Hollywood, CA (1985-1988)

**Accountant**

Student Missionary Union, Biola University, La Mirada, CA (1983-1984)

## • Service

**Business Communication Center.** Isenberg School of Management. University of Massachusetts Amherst

- Faculty Coach—Written and Oral Communication (2019-present)

**Business Communication Program.** Isenberg School of Management. University of Massachusetts Amherst

- Personnel Committee (Chair, 2023-2024 and 2017-2018; Secretary, 2016-2017; and Member, 2024-present, 2018-2019, and 2008-2012)
- Equity Action Plan Committee (Member, Spring 2023-present)
- Faculty Search Committee (Member, Fall 2022, Fall 2019, and Spring 2019)
- Business Communication Program Director Search Committee (Member, Spring 2021)
- Website Committee (Ad Hoc, 2015)
- Textbook Committee (2006-2008)

**University Writing Committee.** University of Massachusetts Amherst (Member, Spring 2024-present and Fall 2014-Spring 2020)

**Manning Prize Selection Committee.** University of Massachusetts Amherst (Member, Spring 2019)

**University of Massachusetts Press Committee.** University of Massachusetts Amherst

- Editorial Board (2006-2012)
- Business Manager Search Committee (Spring 2008)

## • Literary Honors and Awards

Massachusetts Cultural Council Artist Grants, Finalist, 2002.

Random House Poetry Prize, May 2000.

1999 Cohen Award in Poetry, *Ploughshares*, Volume 24.

*Best American Poetry 1997.* Ed. James Tate. Series ed. David Lehman.

Academy of American Poets/Joseph T. Leland Prize, University of Massachusetts Amherst, 1994.

Associated Writing Programs Intro Journals Award, 1994.

Rachel Sherwood Poetry Prize in Poetry, *Northridge Review*, 1989-90.

Academy of American Poets Honorable Mentions, California State University, Northridge, 1989 and 1990.

Academy of American Poets Prize, California State University, Northridge, 1988.

## • Publications

### Books

- "Asylum." *Best American Poetry 1997*. Ed. James Tate. Series ed. David Lehman. New York: Scribner, 1997.
- "Passing Away" and "Miles Away, to My Friend." *The Best: Fiction & Poetry from CSUN, 1962-1988*. Ed. Warren Wedin. Northridge, CA: CSUN Press, 1990.

### Journals

- "Grandfather's Alphabet" and "My Heart." *Route Nine Alumni Omnibus* (online) (March 2014).
- "Late Sleeping" and "Box Poem." *Crazyhorse* 67 (Spring 2005).
- "Autumn, No Answer." *Massachusetts Review* 39:3 (1998).
- "Beginning Chinese," "Defining the Lake," and "Grandfather's Alphabet." *Ploughshares* 24:1 (1998).
- "Asylum." *The Gettysburg Review* 9 (1996).
- "The 11:48 North" and "Sacramento River, Early April." *Indiana Review* 17:2 (1994).
- "Tangerine." *Northridge Review* (Spring 1990).
- "Luna," "A Different Fire," and "Train Crash, Summer 1988." *Northridge Review* (Fall 1989).
- "Waiting for Morning," "Burbank," "Packing," "Sojourn," and "Victory Garden." *Antiphony* 1 (1989).
- "Passing Away" and "Miles Away, to My Friend." *Northridge Review* (Fall 1988).